



Dalebanks Digest

Fall 2018

Practical. Profitable. Genetics. Bull Sale Nov 17, 2018

Demand for Dalebanks Angus bulls has been exceptionally strong over the past several years. While we are always glad to have excellent sales, we also want to be sure as many customers as possible have the opportunity to purchase Dalebanks' Practical, Profitable, Genetics.

So this fall, we will offer **the most bulls ever sold in a Dalebanks sale**. Many have asked us why we have not grown bull numbers sooner, and the answer is simple: We were not willing to increase the *quantity* of bulls in the sale by simply decreasing the *quality*. In fact, we still culled more cattle from the bottom end of the 2017 calf crops than we have in previous years (see "When the Benchwarmers Win," Page 3), but thanks to disciplined growth of our cowherd, we had more high-quality bull calves to select from this year.

We recognize that cheaper bulls can be purchased this fall. But it has never been our goal to just produce "cow-fresheners." If so, we would market every bull calf born at Dalebanks.

You see, our goal is to produce Practical, Profitable, Genetics for progressive beef producers in this region. Customers tell us that they want bulls that can "Do It All" in terms of calving ease, rapid early growth, docility, optimal end product merit and maternal efficiency. So every mating decision is made with those goals in mind. More importantly, each management and bull development choice is made with our customers' needs in mind. We believe that is why customers tell us time after time that Dalebanks bulls "hold up" better than many bulls they purchase.

We are well-aware that you have many choices for seedstock. Most of these bulls are Angus or Angus-influenced. Some have been genomic tested. Some have had weights collected and analyzed. Some may even have comparable EPDs or pedigrees. A few might be sound-structured and range-ready. A select few might come from cowherds fed and managed in a no-nonsense, practical manner.

But few of them will combine ALL of these traits like Dalebanks bulls. And VERY FEW have had as many traits measured on every animal for as many decades as these bulls offer. Expected Progeny Differences (EPDs) are the most powerful selection tool we have at our disposal. Genomic and pedigree information can contribute to these EPDs, but the data measured and analyzed in proper contemporary groups—generation after generation--is what truly builds EPDs that work.

But these balanced-trait genetics are of absolutely no value if they cannot function on your ranch. That is why we manage the Dalebanks cow herd in a practical manner, with as few nutritional inputs as possible. Even more importantly, that is why our bull development program focuses on grazing standing forage as a key component, and keeping roughage (wheat straw) as a component of the mixed ration at all levels.

Finding bulls that look good on paper is no longer a difficult pursuit. But if you're searching for a genetic provider who believes in the power of decades of truthful, accurate data collected from a cowherd run in a no-nonsense environment, it's time to consider Practical, Profitable, Dalebanks Genetics.

We look forward to hosting you on November 17th! Videos and catalogs will be ready in late October. Contact us anytime if you wish to visit further about the Dalebanks program and genetics.

The sale bulls enjoying summer pasture in mid-August.

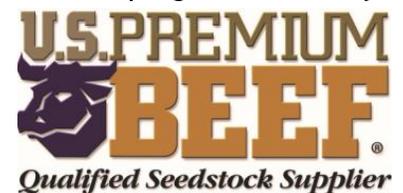


The summer 2018 run of video auctions exhibited significant price differential, even within similar classes of feeder cattle. While there are always nuances to an auction that leave some price variances inexplicable, there was one dynamic that seemed fairly clear during sales this summer: “Program cattle” brought more money. Whether they were Global Animal Partnership (GAP) certified, Non-Hormone Treated Cattle (NHTC), Verified Natural, source & age verified or simply genetic verified, “program cattle” seemed to command a premium.

Most of us can recall when similar premiums were placed on cattle that were black hided, “had all their shots,” or were simply “reputation cattle.” But like we have quoted before, *what’s premium today is commodity tomorrow*. Regardless of the science or sensibility, cattle that have a verified “story” behind them are worth more on today’s market...ESPECIALLY calves and feeders. Some consumers are willing to pay more for this beef, so packers aggressively buy “program cattle,” and it trickles down to the ranch who raised and enrolled the cattle.

That’s why Dalebanks Angus has formed alliances with various marketing programs to help our customers drive additional profit into their high-quality, Angus-influenced cattle. These programs are fairly diverse in market timing; some are for retained ownership fed cattle, others are for weaned or yearling cattle.

As many of our customers know, we have a growing list of feedyards who actively bid on feeder cattle sired by Dalebanks genetics. In addition, we have limited shares of **U.S. Premium Beef**, which offers the right to deliver cattle on one of the industry’s highest-valued grids for quality cattle. USPB revolutionized this industry in the late-1990s when they made value-based marketing a reality at the fed cattle level. They continue to pay huge premiums -- \$500 million total premiums since inception—to cattle that beat industry benchmarks. Many of you have already delivered cattle on the USPB grid, and have seen how well consumer demand for high-quality beef can help drive added profit into cattle which produce it.



Recently, we have added two more entities that offer marketing options to our commercial customers: Top Dollar Angus™ and Creekstone Farms.



Creekstone Farms creekstonefarms.com

Creekstone Farms offers their Certified Tag Program, which is a third-party verified (IMI Global) RFID tagging program. Calves must be enrolled and tagged prior to leaving the ranch of origin. Cattle may be retained ownership or sold, and rebates exist to help defray tagging costs. The Creekstone Farms tag provides the opportunity to market your high-quality, Dalebanks sired fed cattle through Creekstone’s plant in Arkansas City, KS, and qualify for major premiums for certified programs such as GAP, NHTC, Verified Natural or just Source/Age Verified. Premiums are based on market fundamentals, but—depending on program--estimates range from \$50-\$300 per head premiums will be paid by Creekstone for enrolled cattle harvested in 2019. In addition, Creekstone will furnish individual carcass data at no cost to the producer.

Top Dollar Angus topdollarangus.com

Top Dollar Angus® is a genetic certification and marketing company focused on the best Angus-based feeder cattle/calves in the industry. They provide third-party genetic certification services for qualified calf crops and will assist in getting these cattle sold at top market prices. Once calves are certified, they can be marketed as brand-identified Top Dollar Angus feeders. Top Dollar Angus has a network of cattle feeders representing over 200 feedyards and other buyers that are seeking over one million head of verified Top Dollar Angus feeder cattle and calves each year. These feedyards want to buy the best Angus genetics available, and are willing to pay prices above the average market to get them. To qualify for Top Dollar Angus, calves must be sired by bulls averaging in the top 25% of the breed for growth and carcass traits.



Continued on back page

I must admit, I was never a gifted athlete. I watched a lot of ballgames from the sidelines. In fact, my first game-time injury involved a splinter from the bench during the 7th Grade season opener in football. True story! So I always love it when the “scrubs” get to enter the game and achieve success.

Last month, we got to witness our own “C-Team victory” at Dalebanks, only this win was not on a field or court. It was in the feedyard and packing plant.

This year we decided to feed the “tail-end” steers that did not meet our standards to stay “intact.” These cuts were spring calves that were fed for 160 days at Tiffany Cattle Co, Herington, KS. They weighed 1415# (live), gained 3.72 ADG, converted 5.8 pounds feed/pound gained and had a \$0.68 Cost of Gain.

They were harvested at National Beef, Dodge City, KS, marketed on the US Premium Beef grid and graded:

32% Prime	87% Yield Grade 1-3
29% CAB (61% CAB & Prime)	13% Yield Grade 4
33% Black Canyon	No lightweight, heavyweight or “out” cattle.
6% Choice (100% Choice or better)	

While they didn’t get the opportunity to serve as **Genetics** for our customers, we think they were still pretty **Practical** and **Profitable**. And we have another set of spring heifers, plus the cull steers and heifers from our fall program that are on feed now and will be harvested in the coming months.

Our grandfather Bert Barrier, founder of the registered Angus herd at Dalebanks, used to state, “We strive to produce an animal that profits its owner through its production.” Since we didn’t believe that these cattle had the genetic ability to add profit to our customers, we put them on a track toward profitability in the commercial market, and *their production was plenty profitable, Mr. Barrier.*

Some seedstock providers consider it a loss when a knife is wielded at weaning or yearling time. But in our view, this was a win-win for both us AND our customers. And the best part of all, the 145 bulls that will be offered on November 17 are not simply mates to these cull steers...they are the KEEPERS! As an observant feedyard owner told Dad when he fed our steers decades ago, “If your culls did this well, I can’t imagine what the good ones could do!”

Join us in November, and see for yourself what Dalebanks Practical. Profitable. Genetics. can do for your herd.



Dalebanks steers on feed at Tiffany Cattle Co this summer (after a rare, but much-appreciated rain).

Dalebanks Angus
1021 River RD
Eureka, KS 67045



114th Anniversary Bull Sale
Sat. November 17, 2018 * 12:30 pm
At our newly renovated sale facility,
3 ½ mi NW of Eureka
Selling **145 bulls**
70 coming 2's, 75 fall yearlings
Forage-developed, evaluated and ready to work.

Sired by: Niagara, Broken Bow, Future Force, Remedy, Weigh Up, Sure Fire, Patriot, Composure, Payweight 1682, Upshot, Uptown and others.

Catalogs and videos available in late October.

This year's offering illustrates our 114-year commitment to genetics produced for the profit-minded beef producer.

Get with the Program *cont'd from Pg 2*

While these programs may not be a "fit" for everyone, they--and other programs like them-- bear serious consideration by profit-minded cattle producers. While there are still some premiums available for just announcing, "They're reputation cattle, boys..." those premiums seem to dwindle with each passing cattle cycle.

If you want more information about these or any other marketing programs, feel free to consult with us, and we will help you find the best "fit" for your operation. Early adopters of these programs will likely be the ones who stand the best opportunity for profit. Once supply meets demand, the premiums will likely be reduced or eliminated. We know that Dalebanks genetics command significant value at the fed cattle level, so we want you to have the opportunity to share in these dividends, whenever possible.

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